

ORDER



Orders
Order / Rev: 170036
Alt Order #:
Product Desc: 1337
Estimate: est #1337
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

KOB

Primary AE: Melissa Palombo
Sales Office: P-PHL
Sales Region: National

Agency Name: Crossroads Media
Buying Contact: Noelle Joswick
Billing Contact:
 66 Canal Center Plz Ste 555
 Alexandria, VA 22314-1576

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Crossroads GPS NM
Demographic: A35+
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru: 06/26/12
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	53	\$42,250.00	\$35,912.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	53	\$42,250.00	\$35,912.50	0.00
Totals	53	\$42,250.00	\$35,912.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	11/01/12	11/02/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	---TF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--		2				\$1,400.00		0.00			
N 2	All	11/03/12	11/03/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$1,400.00		0.00			
N 3	All	11/04/12	11/04/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	-----S	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$1,400.00		0.00			
N 4	All	11/05/12	11/05/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	M-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$1,400.00		0.00			
N 5	All	11/03/12	11/03/12	News 4 Weekend Sat 7a-9a News 4 Weekend Sat 7a-9a	CM	Sa 7a-9a	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$500.00		0.00			
N 6	All	11/01/12	11/02/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	---TF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--		2				\$600.00		0.00			

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Advertiser: Crossroads GPS NM
 Product Desc: 1337
 Estimate: est #1337

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	All	11/01/12	11/02/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	---TF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$500.00			0.00			
N 8	All	11/01/12	11/02/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	---TF--	:30	2	\$350.00	1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$350.00			0.00			
N 9	All	11/05/12	11/05/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	M-----	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$350.00			0.00			
N 10	All	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a	-----S-	:30	1	\$700.00	1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$700.00			0.00			
N 11	All	11/04/12	11/04/12	Access Hollywood Su 11p Access Hollywood Su 11p	CM	Su 1105p-1205a	-----S	:30	1	\$300.00	1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$300.00			0.00			
N 12	All	11/01/12	11/02/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	---TF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$1,100.00			0.00			
N 13	All	11/05/12	11/05/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	M-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$1,100.00			0.00			
N 14	All	11/04/12	11/04/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	-----S	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$1,300.00			0.00			
N 15	All	11/01/12	11/02/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	---TF--	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$850.00			0.00			
N 16	All	11/05/12	11/05/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	M-----	:30	1	\$850.00	1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$850.00			0.00			
N 17	All	11/01/12	11/02/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	---TF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$900.00			0.00			
N 18	All	11/05/12	11/05/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$900.00			0.00			
N 19	All	11/01/12	11/02/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	---TF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$600.00			0.00			
N 20	All	11/05/12	11/05/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	M-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$600.00			0.00			
N 21	All	11/01/12	11/02/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	---TF--	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Advertiser: Crossroads GPS NM
 Product Desc: 1337
 Estimate: est #1337

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	All	11/01/12	11/02/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a ---TF--	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2		\$850.00			0.00			
N22	All	11/05/12	11/05/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a M-----	:30	1	\$850.00	1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$850.00			0.00			
N23	All	11/01/12	11/02/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p ---TF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2		\$400.00			0.00			
N24	All	11/05/12	11/05/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$400.00			0.00			
N25	All	11/01/12	11/02/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a ---TF--	:30	2	\$350.00	1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2		\$350.00			0.00			
N26	All	11/05/12	11/05/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a M-----	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$350.00			0.00			
N27	All	11/01/12	11/02/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p---TF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2		\$500.00			0.00			
N28	All	11/05/12	11/05/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135pM-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$500.00			0.00			
N29	All	11/01/12	11/02/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a ---TF--	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2		\$850.00			0.00			
N30	All	11/05/12	11/05/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a M-----	:30	1	\$850.00	1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$850.00			0.00			
N31	All	11/01/12	11/02/12	Judge Judy-P/ DR 4p/ 430p Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p ---TF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2		\$400.00			0.00			
N32	All	11/05/12	11/05/12	Judge Judy-P/ DR 4p/ 430p Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$400.00			0.00			
N33	All	11/04/12	11/04/12	NFL (Sunday) NFL (Sunday)	CM	Su 6p-930p -----S	:30	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1		\$6,400.00			0.00			
N34	All	11/01/12	11/02/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p ---TF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2		\$400.00			0.00			
N35	All	11/05/12	11/05/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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 Product Desc: 1337
 Estimate: est #1337

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N35	All	11/05/12	11/05/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1			\$400.00			0.00			
N36	All	11/01/12	11/02/12	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	---TF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		2			\$400.00			0.00			
N37	All	11/05/12	11/05/12	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1			\$400.00			0.00			
*Tax 1 Note: ABQ 7%.													Totals	53	\$42,250.00

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